

CLAIMS

What is claimed is:

1. An information presentation system comprising:

a reflected-image displaying medium for displaying a reflected image of a peripheral landscape that will be reflected in a mirror when a target person to whom information is presented looks at the mirror;

presentation-information storing means for storing presentation information to be presented; and

information displaying means for displaying the information in the reflected-image displaying medium based on the presentation information stored in the presentation-information storing means;

wherein the information displaying means superimposes the information on the reflected image displayed in the reflected-image displaying medium to display the superimposed information as part of the peripheral landscape, based on the presentation information stored in the presentation-information storing means.

2. An advertisement presentation system comprising:

a reflected-image displaying medium for displaying a reflected image of a peripheral landscape that will be reflected in a mirror when a target person to whom an advertisement is presented looks at the mirror;

advertising-information storing means for storing advertising information to be presented; and

advertisement displaying means for displaying the advertisement in the reflected-image displaying medium based on the advertising information stored in the advertising-information storing means,

wherein the advertisement displaying means superimposes an advertisement image on the reflected image displayed in the reflected-image displaying medium to display the superimposed advertisement image as part of the peripheral landscape, based on the advertising information stored in the advertising-information storing means.

3. The advertisement presentation system according to Claim 2, wherein

the reflected-image displaying medium further comprises displaying means in which an image can be displayed,

the advertisement presentation system further comprises a plurality of landscape-image capturing means for capturing landscape images around the reflected-image displaying medium and mirror-image generating means for generating a mirror image of the peripheral landscape around the reflected-image displaying medium based on the landscape images captured with the landscape-image capturing means, and

wherein the advertisement displaying means superimposes the advertisement image on the mirror image that is generated in the mirror-image generating means to display the superimposed advertisement image in the displaying means as part of the peripheral landscape, based on the advertising information stored in the advertising-information storing means.

4. The advertisement presentation system according to Claim 3, further comprising positional-relationship detecting means for detecting positional

relationship between the reflected-image displaying medium and the target person,

wherein, when the reflected-image displaying medium is a plane mirror that faces a predetermined direction, the mirror-image generating means generates the mirror image of the peripheral landscape that will be reflected in the plane mirror viewed from the target person based on the result detected with the positional-relationship detecting means.

5. The advertisement presentation system according to Claim 4, further comprising target-person-image capturing means for capturing an image of the target person,

wherein the positional-relationship detecting means detects the positional relationship between the reflected-image displaying medium and the target person based on the image captured with the target-person-image capturing means.

6. The advertisement presentation system according to Claim 4, further comprising positional-information acquiring means for acquiring positional information of a communication terminal that the target person carries via communication with the communication terminal,

wherein the positional-relationship detecting means detects the positional relationship between the reflected-image displaying medium and the target person based on the positional information acquired with the positional-information acquiring means.

7. The advertisement presentation system according to Claim 3, further comprising face-image capturing means for capturing a face image of a person around the reflected-image displaying medium and sight-line detecting means for detecting that the person turns his/her line of sight onto the reflected-image displaying medium based on the face image captured with face-image capturing means,

wherein the person who is detected turning his/her line of sight onto the reflected-image displaying medium with the sight-line detecting means is the target person and wherein, when the reflected-image displaying medium is the plane mirror that faces a predetermined direction, the mirror-image generating means generates the mirror image of the peripheral landscape that will be reflected in the plane mirror viewed from the target person.

8. An information presentation program that causes a computer to perform a process realized as information displaying means for displaying the information in the reflected-image displaying medium based on the presentation information stored in the presentation-information storing means, the computer being capable of utilizing a reflected-image displaying medium for displaying a reflected image of a peripheral landscape that will be reflected in a mirror when a target person to whom information is presented looks at the mirror and presentation-information storing means for storing presentation information to be presented,

wherein the information displaying means superimposes the information on the reflected image displayed in the reflected-image displaying medium to display

the superimposed information as part of the peripheral landscape, based on the presentation information stored in the presentation-information storing means.

9. An information presentation method comprising:

a reflected-image displaying step for displaying a reflected image of a peripheral landscape that will be reflected in a mirror when a target person to whom information is presented looks at the mirror in reflected-image displaying medium; and

an information displaying step for displaying the information in the reflected-image displaying medium based on presentation information to be presented, wherein the information is superimposed on the reflected image displayed in the reflected-image displaying medium to display the superimposed information as part of the peripheral landscape based on the presentation information in the information displaying step.

10. An information presentation system comprising:

a reflected-image displaying medium displaying a reflected image of a peripheral landscape that is reflected in a mirror when a target person to whom information is presented looks at the mirror;

a presentation-information database storing presentation information to be presented; and

an information display displaying the information in the reflected-image displaying medium based on the presentation information stored in the presentation-information database;

wherein the information display superimposes the information on the reflected image displayed in the reflected-image displaying medium to display the superimposed information as part of the peripheral landscape based on the presentation information stored in the presentation-information database.